

Contract GSS-MU-08-483-HF
Design Layout Services
Questions & Answers

1. About how many projects per week/month would you estimate the winning respondent would receive?

This is unpredictable as we do have an in-house designer that handles the bulk of our needs. When we can't handle the job due to timelines/scope of work or volume, we will outsource it to our vendors. I would also hope to anticipate that our volume for design needs may increase with a larger scope of designers on contract.

2. WHAT PERCENTAGE OF THE JOBS YOU RECEIVE ARE ELECTRONIC?

I'm not sure what is being asked here. Is this speaking of printers? We, as a design firm, do not receive "electronic jobs" - unless we receive an email request for a job. Is this what you're asking?

At the State of Delaware, not all of our design work is "conceptual design from scratch". We receive a large amount of design work in which agencies send us picture files, word documents and numerous other electronic files that they have initiated on their own and want incorporated into the scheme of their design, therefore we receive a high volume of electronic files from state agencies for design work we do for them. We do have "from scratch" design work, but ensuring that perspective bidders have a competency to receive and handle electronic files is an important part of this RFP. A great deal of our agencies are not willing to spend funds on full redesign and in these instances, their files from previous print jobs are used to make changes or updates to the scheme of their projects.

3. Do examples of work need to be physical copies or PDF files? – **Physical**
4. Can Spanish translation be handled by software? What if any dialects of Spanish are preferred?

No, the software translation is too literal and generally incorrect. Dialects may vary according to customers. Please have flexibility in this area to accommodate customer needs.

5. Can the vendor use work created for the State for self-promotion?

PUBLICATION, REPRODUCTION AND USE OF MATERIAL:

No material produced in whole or part under this contract shall be subject to copyright in the United States or in any other country. The State shall have unrestricted authority to publish, disclose, distribute and otherwise use, in whole or in part, any reports, data, or other materials prepared under this contract; provided. The State shall own all files and publications. The Contractor shall have the right to publish any and all scientific findings.

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6. What comprises “camera ready copy”? A laser proof or a color-corrected matchprint?

The vendor should be able to provide the State of Delaware with a color-corrected match print proof for the customer to view. It should be considered that the file/photo's are “press ready” and can be printed directly to the plates as we do use off-set press on a regular basis for our customers. We do not want files/photo's that require a great deal of “pre-press” work and the State of Delaware expects photo's are “press-ready”.

7. Will the State consider longer turn-around times for very large projects?

Timeline of projects vary depending on customers needs. We have to suit the customers needs to fit there timeline. Timelines/expectations will be discussed during requests for estimate from prospective vendors for each project.

8. What is the frequency of new magazine layout requests?

This is an area we are trying to build upon for the State of Delaware – We are hoping to increase the frequency of these projects within the scope of Printing and Publishing offerings. We have numerous agencies that have to go outside the scope of our contract for this service currently and we would like to offer this service for them.

9. What is the traditional lead time for complex projects?

This is totally based on what the project specifications entail and customer deadlines. This would be determined during the estimation stage of the project and conveyed to the perspective vendor.

10. What is a typical scenario of “simple” design?

Basic forms and letterhead design; basic printed material layout; basic changes to existing brochures, magazines, manuals, newsletters and other materials (Class I service descriptions).

11. What is a typical scenario of “complex” design?

Complex forms design; layout and design of documents with photographs, artwork and special fonts; layout and design of simple brochures, newsletters, manuals, magazines and other materials; complex changes to existing printed materials. The development of logos, special artwork and fonts, layout and design of complex brochures, magazines, manuals, newsletters and other materials; creation of original artwork and designs (Class II and III service descriptions).

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12. Scope of Work / III. Pagination / #8: all design/layout materials must be submitted to the State in 2 forms; camera ready and electronic. - - - we don't use camera ready anymore – most printers don't use camera ready anymore - - - is this still a requirement?

The vendor should be able to provide the State of Delaware with a color-corrected match print proof for the customer to view. It should be considered that the file/photo's are "press ready" and can be printed directly to the plates as we do use off-set press on a regular basis for our customers. We do not want files/photo's that require a great deal of "pre-press" work and the State of Delaware expects photo's are "press-ready".

13. What is "Checkmark Class Offered?" This is listed as a required item to be completed in Column C (along with turnaround time)

Put a checkmark in this field if you offer the class described in the service description. Turn-around time should reflect how many hours per \$ value in the price per hour field to accomplish that class of work in a reasonable amount of time.

14. Format for Proposal / Additional Guidelines / First bullet – what is "cds"? It's stated that we must write our company name on the label of the "cds"

Any cd's (compact disc) that are submitted need to have your company's name clearly labeled as we receive numerous submissions.

15. Is there a page limit to fulfilling requirement "D. Description of Services and Qualifications"? Does this section need to be input directly into the Excel or can this be on separate paper/different format?

Please fill out the Appendix A to the fullest degree as required. Any information pertinent to section D. should be submitted on separate paper to ensure that the vendor is not considered non-responsive.

16. In regards to the Design Layout Services RFP, are out of State proposals accepted?

Yes, but the vendor should be within 100 miles of Dover, DE.

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17. Will you explain what is meant under “A. Introduction” in the “Format for Proposal” section? It mentions a section prescribing a mandatory format – is the “Introduction” a component of the format that we need to include in our proposal; or is the “Introduction” just explaining that offerors need to follow each component (B through J) of the “Format” section?

The introduction is explaining to the offerors the format of presentation of the proposal.

18. Under “Proposal Evaluation Procedures” section “C. Requirements of the Offeror” - it’s requesting a)brief history of organization; b)experience and references; c)subcontractor info & references; d)methodology / work plan / timeline. While the Excel sheet does include a section for the subcontractors, it does not for the other requirements. Do you want this information on separate sheets to be included with our proposal? Also, “brief history” is a section on the Excel sheet too – should we include it in the Excel AND on separate paper for this section?

There is a separate worksheet on the Appendix A excel spreadsheet to list subcontractors. Put everything on the excel spreadsheet and it is required to print out a copy of your Appendix A and include it in your bid.

19. It does list that the bid opens on August 26, at 1:00 pm. Is there a mandatory pre-bid meeting that interested parties must attend? Is there an RFP that interested parties need to respond to?

There is no prebid and the RFP can be downloaded off our website at gss.omb.delaware.gov. under the bid solicitation section. All RFP must be clearly marked with the contract number and must be received by August 26, 2008 at 1pm.

20. Can you give me more clarification on what type of photography is required for this bid i.e. is it professional photo shoots with lighting for products, etc. or is it more candid photography shoots under natural lighting conditions i.e. government or school people shots in or outside using natural lighting?

The State of Delaware would like to see both types as we get requests for both from time to time for design projects. We certainly get more requests for the candid photography shoots of people/events and buildings specific to design projects and would most likely request these most of the time. We look for photography requests to be incorporated into requests for design layout. This is a new element that we are adding to our design contract and while this may not have heavy use, we anticipate that this service will be an added element for us accomplishing agency design needs successfully. Interested bidders should identify their photo samples easily so the review committee can determine how the photo’s were taken.